

AMENDMENTS

In the Claims:

Please cancel claims 1-12 and 14-29.

Please add new claims 33-56.

Please amend the claims indicated below. A complete set of all claims previously submitted, or submitted for the first time with this response, including the status of each claim, follows immediately below.

1-12. (Cancelled).

13. (Amended) A telecommunications advertising means, comprising:
an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with an incoming communication in at least one of the following ways:

associate [at least one] an advertisement with a [distribution] destination of said incoming communication;

associate [at least one] an advertisement with a source of said incoming communication; and

associated [at least one] an advertisement with said source and [at least one] an advertisement with said [distribution] destination.

14-29. (Cancelled).

30. A method of updating user preferences associated with a telecommunications advertising means, comprising:

a user accessing a record containing the user's preferences from a database;

providing said user with the option of changing or updating any or all preferences in the record;

said user changing or updating some or all of the user's preferences;

updating and storing said record in said database; and

using the updated version of said record to automatically update associations of advertisements to be played to said user within a telecommunications network containing said telecommunications advertising means.

31. The method of claim 30, wherein the user accesses said record via a telephone or the Internet.

32. (Amended) The method of claim 30, wherein the user's preferences include [at least one of the following:]

information related to the types of services said user is interested in or typically uses[;]

[information related to the types of products said user is interested in or typically uses;]

[the language said user would prefer to receive information in; and]

[personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty].

AX Sub B17
33. (New) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement associated with the source to replace a dial tone that would normally be routed to the source.

34. (New) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

35. (New) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source prior to connecting the source with the destination.

36. (New) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source just prior to a dial tone being routed to the source.

37. (New) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement

associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication.

AX Sub B7
38. (New) The telecommunications advertising means of claim 37, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source when the advertisement associated with the destination is routed to the destination.

39. (New) The telecommunications advertising means of claim 38, wherein the advertisement associated with the source and the advertisement associated with the destination last the same amount of time.

40. (New) The telecommunication advertising means of claim 13, further comprising a switching center interfaced with the source, and wherein the processing means comprises part of the switching center.

41. (New) The telecommunication advertising means of claim 40, wherein the switching center comprises a router configured to route the incoming communication from the source to the destination, and wherein the processing means comprises part of the router.

42. (New) The telecommunications advertising means of claim 40, wherein the advertising database comprises part of the switching center.

43. (New) The telecommunications advertising means of claim 13, further comprising a database coupled with the processing means, the database configured to store the user preferences.

44. (New) The telecommunications advertising means of claim 43, wherein the user preferences include the user's age.

45. (New) The telecommunications advertising means of claim 43, wherein the user preferences include the user's salary.

46. (New) The telecommunications advertising means of claim 43, wherein the user preferences include the user's marital status.

47. (New) The telecommunications advertising means of claim 43, wherein the user preferences include the user's number of children.

48. (New) The telecommunications advertising means of claim 43, wherein the user preferences include the user's buying preferences.

49. (New) The telecommunications advertising means of claim 43, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

50. (New) The telecommunications advertising means of claim 43, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

51. (New) The method of claim 32, wherein the user's preferences include information related to the types of products said user is interested in or typically uses.

52. (New) The method of claim 32, wherein the user's preferences include the language said user would prefer to receive information in.

53. (New) The method of claim 32, wherein the user's preferences include personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty.

54. (New) The method of claim 30, further comprising obtaining the user's preferences and generating the record therefrom.

55. (New) The method of claim 54, wherein the user's preferences are obtained when the user signs up for a telecommunications service.

56. (New) The method of claim 54, wherein the user's preferences are obtained via a questionnaire.

Add A B17